

A contents control method for controlling a process on the receiving side which is applied to contents transmitted from the transmitting side to the receiving side, includes a step of adding, when a predetermined block of the transmitted contents is an area where control information for controlling the process substance on the receiving side which is applied to the contents is added, the control information to the block. The method also includes a step of receiving a process designation concerning the transmitted contents, and a step of applying, when user information stored in a receiving side apparatus which receives the transmitted contents, or information concerning the receiving side apparatus satisfies conditions corresponding to the received process designation in the control information added to the block of the contents, a process corresponding to the process designation to the received block.

A contents control method for controlling a process on the receiving side which is applied to contents transmitted from the transmitting side to the receiving side, includes a step of adding, when a predetermined block of the transmitted contents is an area where control information for controlling the process substance on the receiving side which is applied to the contents is added, the control information to the block. The method also includes a step of receiving a process designation concerning the transmitted contents, and a step of applying, when user information stored in a receiving side apparatus which receives the transmitted contents, or information concerning the receiving side apparatus satisfies conditions corresponding to the received process designation in the control information added to the block of the contents, a process corresponding to the process designation to the received block.